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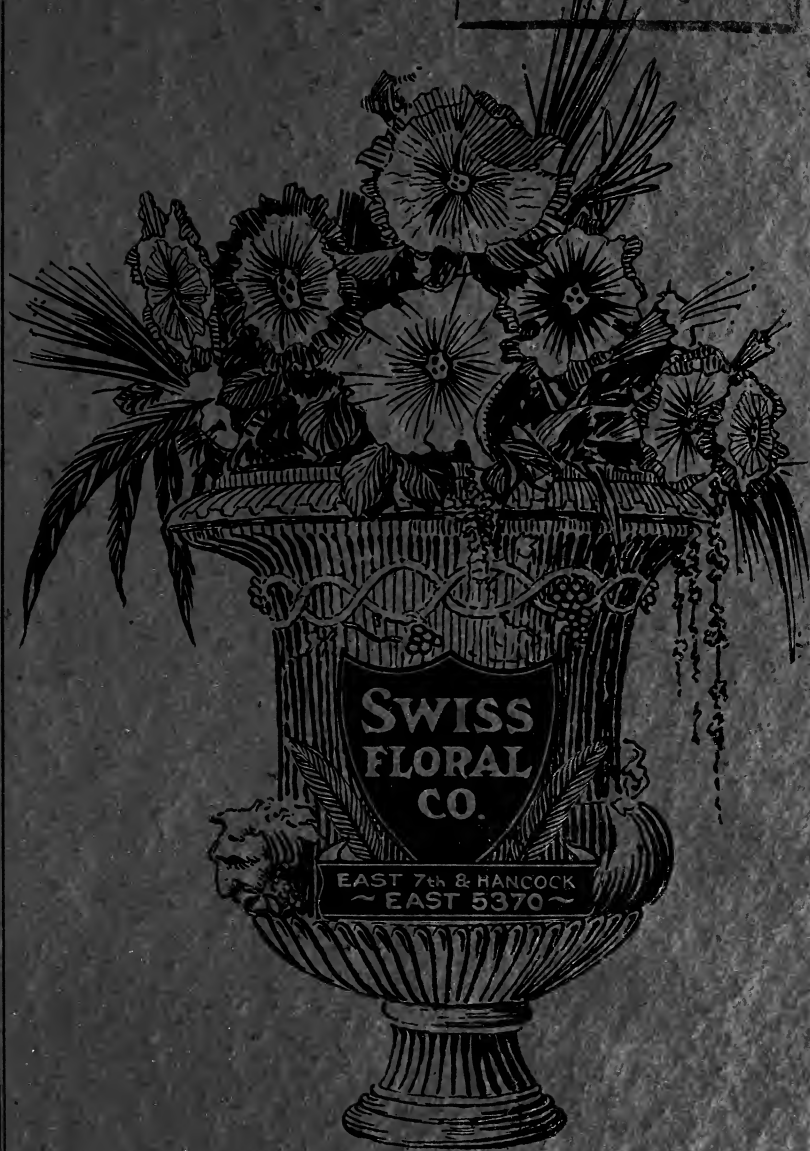


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U.S. Department of Agriculture







# Autumn Catalog

BULBS AND EARLY  
SPRING FLOWERS

PLANTS FOR WINTER PORCH  
AND WINDOW BOXES

**T**HE Swiss Floral Company's offices and greenhouses are located near the heart of the city at East Seventh and Hancock streets, two blocks north of Broadway. Broadway car lines pass near at Seventh and all cars running on Union Avenue pass near at Hancock Street.

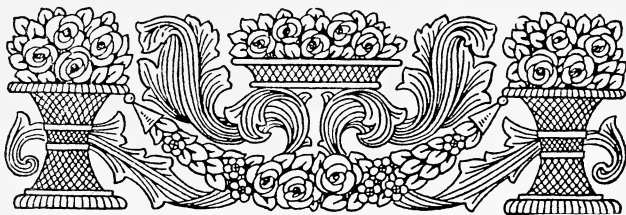
☛ The greenhouses contain at all times a large collection of house plants, such as ferns, palms, flowering plants many of which are rare and interesting specimens.

☛ All mail orders must include cost of postage, or freight—10 per cent additional—as prices quoted are net for local delivery only.

☛ Cash must accompany orders. No goods charged unless your credit is established with us. Varieties exhausted will not be substituted except on request.



# WHEN WINTER COMES



THE season changes, fading into the past, and the summer flowers droop and wither, we should have no regrets, for with the advance in horticulture, there is now available for the dreary winter months a garden both colorful and neat. To accomplish this dream, to satisfy a longing for some growing plant—all that is necessary is the appropriate selection of plant material and a timely planting. To this end we offer you our facilities. Through vision, coupled with progressive spirit, thus sensing and appreciating the intense love of the people for flower novelties, we have introduced and now have available in our nursery a long and most carefully selected and tested collection of plant materials. Our vision in this respect has been supported by our service department, with the result that we now enjoy an unexcelled reputation for securing the best of garden effects. New ideas and new plants make the charming garden. This winter and next spring you can enjoy such a garden if you follow our suggestions.

¶As a result of painstaking investigation and experimenting, with both American and European productions, many of them imported directly by us, we feel we can assure our patrons of a successful outdoors garden during any normal winter in this section of the country.

¶Many, many times, no doubt, you have looked upon the empty porch and window boxes during the winter, and expressing the desire in your heart and the picture in your mind, longed that their bareness might be removed. That can now be accomplished if you will have them filled with dwarf evergreen shrubs. In our nursery we have many choice varieties suitable for such ornamentation.

¶Some of the plants have a plain green foliage, which will set off to an advantage those whose garb, even in winter, is highly colored. Possibly your individual taste may call for only one variety and if so we can satisfy it, yet do not fail to overlook the value of combining several varieties, for well arranged combinations have a distinct appeal. This is where we can be of service to you by giving you the results of years of training and experience in arranging plantings. We will be pleased to advise with you as to suitable varieties and if you desire you can arrange with us to see that those selected are properly planted. The costs for plants and planting service are moderate, when you consider that

## Swiss Floral Company

HOW the universal heart of man blesses flowers. They're wreathed around the cradle, the marriage altar and the tomb.—Mrs. L. M. Child

these evergreens can be continued, or if you desire they can next spring be transferred to your garden. For your winter garden of evergreens we offer:

❧ Japanese Spindle Shrubs. There are nine distinct varieties of them and all have charm.

❧ Japanese Gold Dust Laurels, in two varieties and either suitable, for their light colored foliage, with markings, brightens the otherwise dull winter's landscape.

❧ Veronicas, those wonder plants from New Zealand. We have eight varieties and all are wonderfully adapted for box plantings.

❧ Heather, as hardy as a native of the Highland. One type which blooms in the winter cannot be excelled for filling a porch or window box.

❧ Golden Privets, a plant particularly suitable and attractive for a sunny location.

❧ Boxwoods. These are miniature in size, when compared with well developed garden plants—they are fine for a porch box and in the spring when backed with bright colored flowers they exercise a charm hard to excell.

❧ Vine effects seem to many essential to box planting and this we can give you with a small form of English Ivy.

❧ As to the costs of the above shrubs—individual plants vary from 35 cents to 75 cents each, but if we can make up an assortment, and we will use our best judgment as to suitable combinations, we will supply them for \$5.00 per dozen.

❧ Do not overlook the double value of these shrubs. They can remain in your boxes for more than one season or can in the spring be transferred to your garden, leaving your boxes free to be filled with summer flowers. Advise with us as to the location of your boxes, for either shady or sunny location can be suited with perfect satisfaction.



A Winter Scene in Our Greenhouses that is Springlike



FLOWERS are always fit presents because they are a proud assertion that a ray of beauty outvalues all the utilities of the world.—Emerson

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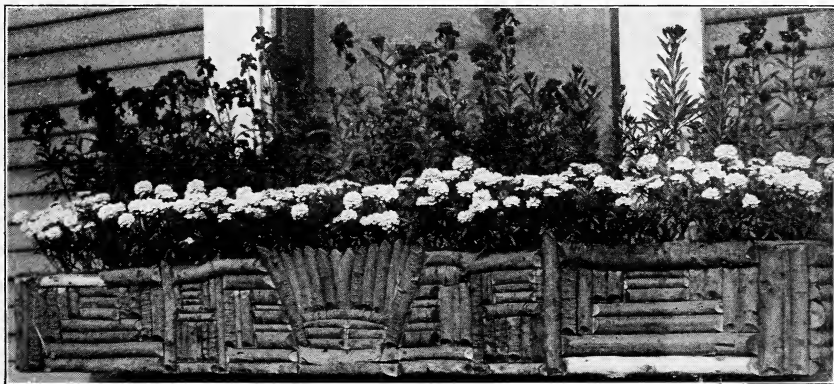
POSSIBLY you may want to bring a touch of early spring to your porch boxes and tubs. If so do not overlook the value of our well-selected Wallflowers, Forget-Me-Nots, Hardy Candytuft, Arabis, Primulas, Golden Alyssum and others. These all flower early and when combined with Tulips, Hyacinths and Narcissus, they will give your boxes a riot of color and fragrance in March and April, when the heart yearns for spring flowers. If you want earlier bloom, you can use Crocus, whose bright flowers sometimes peek their way through the snow in February. To get these early spring results you should arrange for your planting now, so the plants and bulbs will get accustomed to their winter home.

¶ If you have never enjoyed the bright colored Wallflowers of wonderful fragrance in the early spring, let us suggest that you employ some of our carefully selected and well developed varieties. A porch or window box filled with Vulcan, a dark red, alternating with Vesuvius, a bright orange, with a sprinkling of Ruby Gem, whose blooms are of a violet tone, will give you a color combination that has a real appeal, especially if the box is edged with perennial Candy Tuft with its blooms of snow white. While this is one of the most charming com-

binations we can suggest, it will not do in all places, for in making up your colors, consideration must be given to the color of the house, to bring out the rich tones of the flowers.

¶ Another delightful combination where the background is of certain tones can be obtained with Goliath, a Wallflower of purplish-crimson, with a sprinkling of Fire King, vivid red, and this arrangement is very effective if the edging is of the Improved Victoria Forget-Me-Not of dark blue.

¶ The cost of such plantings is moderate. Figure on spacing the plants six to eight inches apart and you can easily ascertain how many you will require. While we have suggested these for box plantings, you should not overlook the value of them for an early spring border in the garden. As to the costs, they will average somewhere around \$1.50 for a four-foot box, and at such a figure you can get a box so well filled that it will excite admiration. The time to plant is when the summer flowers are over or any time in October, November or December, although the earlier the better. You will have no expense for new soil for these winterflowers, for you can make the old soil do by using some of our prepared fertilizer. If you desire, we will do the planting at a very reasonable cost.



Dark Red Wallflowers  
edged with Candytuft.



Wallflowers in Window Boxes

## WALLFLOWERS

UNSURPASSED for bed and border planting, wonderfully fragrant, early flowering in sunny locations, late when planted in shady places. They will serve for many years, if seed is not permitted to form after the flowering period. Not particular as to quality of soil!

GIANT GOLIATH—A single flowering, large growing, purplish crimson variety.

PURPLE—A single variety, large flowering, violet blue.

FIRE KING—A most vivid orange colored variety of special charm.

VULCAN—A magnificent, rich, velvety crimson.

VESUVIUS—One of the most brilliant colors of orange, turning to bronzy yellow when fully open.

RUBY GEM—A semi-dwarf, satiny ruby violet.

GOLDEN GEM—Semi-dwarf, of richest golden yellow.

DOUBLE DWARF BRANCHING—Those who love double flowered kinds will find this type very interesting, being of mixed colors. All, however, do not come double. A splendid type of Wallflower for making borders.

SINGLE DWARF MIXED—A miniature single strain of many colors mixed.

Price of all above listed varieties \$2.00 per dozen. Mail or express orders 10% additional. City delivery free.

(Plants sold only in proper season)

TO cultivate a garden is to walk with God, to hand and hand with Nature in some of her most beautiful processes, to learn some of her choicest secrets, and to have a more intelligent interest awakened in the beautiful order of her works elsewhere. — *Bovee*

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## Swiss Floral Company



Arabis or Rockcress Border—See description

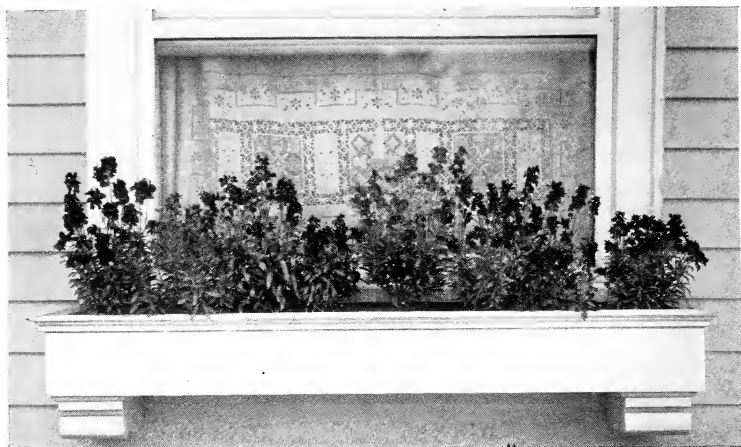
**FORGET-ME-NOT IMPROVED VICTORIA**—A very deep indigo blue variety of rather compact nature, well adapted for box planting and also for beds and borders. It is the deepest blue variety known and has given satisfaction wherever grown. Price 75 cents per dozen.

**DOUBLE ROCKCRESS (Arabis)**—This is one of our March flowering perennials especially adapted for borders and for planting in rockeries or on steep banks, which it covers beautifully in time. The flowers are much superior to the old single variety and may be used as cut flowers to good advantage, resembling double stock flowers. Color pure white.

**HARDY CANDYTUFT (Iberis sempervirens)**—For planting permanent borders, rockeries and covering steep banks or walls. This is one of the most satisfactory evergreen plants known, producing a perfect blanket of snow white flowers during April. Needs but very little attention and thrives for years. Plants 15 and 25 cents each or \$1.50 and \$2.50 per dozen, according to size (smaller size only for express or mail orders).

## Swiss Floral Company

FLOWERS are the beautiful hieroglyphics of Nature, with which she indicates how much she loves us.—Goethe



Wall Flower Box—See description

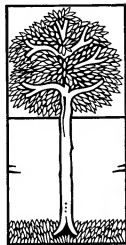
**GOLDEN ALYSSUM**—An early spring flowering plant, producing great sheets of golden yellow flowers. Very fine for borders and rockery work. Unexcelled to plant in dry sunny locations. Attains its greatest beauty when undisturbed for two years or more. Plants 15 and 25 cents each, according to size.

**VERONICA PROSTRATA**—This is one of the world's best dark blue flowering plants for forming a carpet-like cover over the ground. Remarkably fine for growing over walls and stones, also banks. It prefers a sunny situation and fertile soil. Price \$2.50 per dozen.

**DORONICUM**—A golden yellow Shasta Daisy-like flower so much desired for cutting in early April. Best planted near a wall facing south for earliest bloom. It will also grow in shade but flower much later. One of the earliest flowers, of immense size and charming brilliancy. \$2.00 per dozen.



Send for other lists  
of Perennials and  
Evergreen Shrubs



FLOWERS are the sweetest things God ever made and forgot to put a soul into.—Beecher

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Perennial Candy Tuft Border—See Description

## PRIMULA

THE garden Primroses are among the earliest and most admired flowers. The rich golden yellows, browns and many shades of red, even deep blue, are part of our mixture. They are particularly well suited for the Pacific Northwest. 25 cents each; \$2.50 per dozen.

**LISSADEL HYBRID**—One of the newer English products of the garden, with large handsome flowers of brightest scarlet. Price 35 cents each.

**MRS. SCOTT ELLIOTT'S HYBRIDS**—Of the Japonica type, extremely robust, frequently carrying stems 40 inches. Flower in various shades, from white through pink into deep crimson. Price 35 cents each.

**ACAULIS COERULEA**—A very rare blue garden primrose so much desired by plant fanciers. The best types are often a deep gentian blue. Price 35 to 50 cents each.

**BULLESIANA**—Beyond question the most gorgeous of all hardy primroses and is of recent introduction. The results of crossing Bulleyana and

Eeesiana, both Chinese species until recently unknown in Western gardens. The colors vary from yellow, orange, bronze, purple, lilac, crimson and vermillion. Stems 18 to 30 inches tall in favorable soil and location. Rich soil of porous nature and partial shade with plenty of moisture is best for them. Price 50 cents each.

**AUKICULA**—One of the old garden favorites of special interest, due to their handsome foliage, rich colored flowers with delightful fragrance. Browns, yellows, blues and purple shades in many combinations in their flowers. Good rich loam in partial shade and sheltered in winter from heavy rains will make them prosper and be the pride of all gardens. Price 25 to 50 cents each.

Visitors are always welcome at our greenhouses and they find many new and interesting plants & flowers



Silene in Urns



Silene Border

## BORDER FLOWERS

**SILENE (Rosea)**—A hardy, quick growing, remarkably attractive annual, producing great sheets of bright, rose pink flowers. May be planted for borders, beds or window boxes. Its flowering season ends in June. It is too seldom used or seen in Portland gardens and much admired when grown in masses. 75 cents per dozen; \$5.00 per 100 plants.

**VIOLA (Munbiana or Algerian Violet)**—For lovers of these Pansy-like Violets the Algerian Violet has the great advantage of blooming the whole season long, and, coming with long stems, fit for cutting. Varies in shade from lavender to dark purple. Strong plants, \$2.50 per dozen.

**PANSIES**—When planting in the fall, see that the soil is well drained, fertile, and plants protected during severe weather. Price 50 cents per dozen till December.

A PASSION for flowers is, I really think, the only one which long sickness leaves untouched with its chilling influence.—Mrs. Hemans

Swiss  
Floral Company

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## BULBS

**T**O ENJOY the gorgeous colors and charm of flowering bulbs in your garden next spring, plant this fall—the earlier the better. No money ever spent in the garden brings greater and more satisfaction, often for many years, than a purchase of really good bulbs. Of course, it's worth while to fix up the ground right, as it makes a big difference in results and to secure the kind of bulbs adapted to your wants.

¶ When purchasing from Swiss Floral Co. **you can depend** that you will get the **best in Service and Quality**, so important to those who want flowers they can point to with pride, and also secure them at a price that is very reasonable.

¶ Fertilizer is quite important for some soils. What we use to obtain those superior flowers that make us famous for quality is available to you. We will supply you with the right fertilizers in whatever quantity needed, and also have some put up in 25 and 50-cent packets.

## WIN OUR GOLD MEDAL

**W**E ADMIRE extra fine displays of bulb plantings, and find many others who love to know where the best can be seen. In order to help our garden friends in the most practical way, we will give three gold prizes—\$5, \$10, and \$20 goldpieces, for the three best pictures of bulb plantings in which at least three-fourths of the bulbs shown are from Swiss Floral Co. When you purchase your bulbs you will be furnished with copy of contest rules.



Darwin Tulip Bed—See description

## DARWIN TULIPS

**T**HIS is the type of late flowering, long-stemmed tulips, without question the finest cutflower a garden can produce during April or May. For planting between shrubs as clumps or borders, they lend grace and color, and, if used in liberal numbers, will furnish ample cutflowers for indoors.

**FARNCOMB SANDERS**—Large brilliant scarlet, white center marked blue. Price: dozen, 85c; 100, \$6.00.

**CLARA BUTT**—Soft salmon rose pink. Price: Dozen, 60c; 100, \$4.00.

**BARON DE LA TONAYE**—Fine rose pink, lighter edges, long shape. Price: Dozen, 65c; 100, \$4.25.

**DREAM**—Very large lilac. Price: Dozen, 75c; 100, \$5.50.

**KING HAROLD**—Large, very dark red, and vigorous. Price: Dozen, 75c; 100, \$6.00.

**PRIDE OF HARLEM**—Strong carmine rose, blue base. Price: Dozen, 60c; 100, \$4.00.

**POTTER PALMER**—Fine large violet purple. Dozen: 90c; 100, \$6.50.

**REV. EWBANK**—Heliotrope with lighter margin. Price: Dozen, 70c; 100, \$4.50.

**VALENTIN**—Very large violet, extra tall. Price: Dozen, \$1.25; 100, \$8.50.

**ZULU**—Rich, velvety purple black, egg shaped. Price: Dozen, 75c; 100, \$6.00.

## EARLY TULIPS

**T**HE early flowering tulips make brilliant color effects for beds and borders but are of little merit as cutflowers owing to shorter stem and short duration of bloom. Early planting makes longer stems and larger flowers.

**BELLE ALLIANCE**—Brilliant scarlet, very early. Price: Dozen, 75c; 100, \$5.00.

**KEIJZERKROON**—Bright red with golden yellow edge, large. Price: Dozen, 85c; 100, \$5.75.

**YELLOW PRINCE**—A fine yellow, very early bloomer. Price: Dozen, 75c; 100, \$5.00.

**THOMAS MOORE**—Apricot orange. Price: Dozen, 75c; 100, \$4.50.

### DOUBLE TULIPS

**MURILLO**—A fine light pink, large flower. Price: Dozen, 60c; 100, \$4.00.

**COURONNE D'OR**—Very full orange yellow and gold. Price: Dozen, 85c; 100, \$6.00.

**VAN DER HOFF**—The yellow Murillo. Price: Dozen, \$1.25.

**BOULE DE NEIGE**—A pure white, peony-like flower. Price: Dozen, 90c; 100, \$6.00.



**S**WEET flowers alone  
can say what passion  
fears revealing.—Moore

## Swiss Floral Company



Tulip Field—See description

### COTTAGE TULIPS

**T**HESE are May flowering, very hardy, and may be left in the ground. Excellent for cutting and come in many varied shapes and exquisite colors.

**GESNERIANA** (major)—Brilliant crimson scarlet with vivid blue base, graceful long pointed shape. Price: Dozen, 75c; 100, \$5.00.

**INGLESCOMB PINK**—Salmon rose, apricot shaded base with blue green star on yellow base. Very fragrant. Price: Dozen, 70c; 100, \$4.50.

**INGLESCOMB YELLOW**—A rich, glistening yellow of elegant shape, very fine. Price: Dozen, 70c; 100, \$5.00.

**JOHN RUSKIN**—A glorious combination of soft orange and light salmon, very large oblong shape of exquisite beauty. Price: Dozen, 85c; 100, \$6.00.

**PICOTEE**—A beautiful, long pointed flower with recurved petals, white edged soft rose. Price: Dozen, 70c; 100, \$5.00.

**YELLOW PICOTEE**—The same shape as preceding, its color canary yellow edged with light rose red, very graceful. Price: Dozen, \$1.00; 100, \$7.00.

**MOONLIGHT**—An extra large, sulphur yellow flower of unusual beauty. Price: Dozen, 90c; 100, \$6.00.

**SCARLET EMPEROR**—Very tall, magnificent scarlet flower of largest size. Price: Dozen, \$1.10; 100, \$8.00.

### BREEDER TULIPS

**T**HESE are a group of May flowering tulips that attracted much attention lately owing to their unusual artistic color tones in surprising shades of bronze, lilacs, violets, browns, olive, etc. Very fine for cutting and will grow most anywhere. Bulbs may be left in the ground for several seasons.

**EACHUS**—Very large flower of dark violet shade. Price: Dozen, \$1.00.

**BRONZE QUEEN**—Soft shade of brown tinted golden bronze, very large and tall. Price: Dozen, 75c; 100, \$5.00.

**CARDINAL MANNING**—Wine red flushed rosy brown of large size and long duration of flower. Price: Dozen, 75c; 100, \$5.00.

**SUNRISE** (Jaune d'oef)—Flower orange inside, orange red outside. Price: Dozen, 90c; 100, \$6.00.

**LOUIS 14TH** (XIV)—Dark purple-flushed bronze with broad margin of golden brown, a unique tulip of exquisite beauty. Price: Dozen, \$3.00.

**VELVET KING**—A giant sized flower of dark glossy royal purple with white base marked blue, sensational flower wherever seen. Price: Dozen, \$2.50.

**GERARDA**—This is a flower of richest chestnut brown, but seldom seen, and worthy a space in the best of gardens. Price: Dozen, \$1.00.

## HYACINTHS

**T**HE welcome fragrance of early Hyacinths are the gardens first floral charm. These bulbs may be planted in beds or boxes, pots or borders. For planting outdoors the smaller sized bulb is generally used, while the larger ones are put in pots and produce much larger flowers. Price of bedding size Hyacinths is \$1.25 per dozen; per 100, \$10.

GERTRUDE—Dark pink, very compact.  
GIGANTHEA—Blush pink, loose truss.  
QUEEN OF THE PINKS—Bright pink large flower.  
LA VICTOIRE—Carmine, very early.  
L'INNOCENCE—Pure white.  
GRAND MAITRE—Deep porcelain blue.  
KING OF THE BLUES—Fine light blue.

QUEEN OF THE BLUES—Light blue.  
CITY OF HARLEM—Deep yellow.  
LORD BALFOUR—Deep purple.  
\*GERTRUDE—Dark pink.  
\*LA VICTOIRE—Carmine.  
\*L'INNOCENCE—Pure white.  
\*GRAND MAITRE—Porcelain blue.

**\*First Size Hyacinths, \$2.00 Per Dozen**

**NARCISSUS, POETICUS, ORNATUS**—The early, pure white Narcissus. Dozen, 75 cents.

**NARCISSUS, GLORIA MUNDI**—Clear, yellow wings with handsome orange scarlet cup. Very distinct. Dozen, \$1.00.

**NARCISSUS, LUCIFER**—Pure white wings, glowing orange red cup. Doz., \$1.

**JONQUILS**—Round, rush-like leaves, flowers very sweet scented, in clusters of two or more rich, yellow, exceedingly graceful cutflower. Dozen, 75 cents, 100, \$600.

**CROCUS**—The earliest messengers of spring, most beautiful when planted directly into the lawn. They will mature before lawn cutting time and can then be mown over and will come up again next season. Price 30 cents per dozen, \$2.00 per hundred. In following varieties:

PURPLE, YELLOW, STRIPED, MIXED  
COLORS: SIR WALTER SCOTT  
(striped). Price: Dozen, 40c.

MME. MINA—Very early blue. Price:  
Dozen, 40c; 100, \$3.00.

**SNOWDROP**—The charming pure white single bells of early March. Dozen, 40 cents.

**MUSCARI**—The charming little grape Hyacinth. Heavenly blue. Dozen, 50 cents.

**MUSCARI, PLUMOSUM**—This is the feather Hyacinth with the curious feature of flowers transformed into slender filaments, giving a fluffy violet blue spray. Per dozen, 60 cents.

**SCILLA CAMPANULATA COERULEA**—The miniature Blue Bell of February and March. Exquisite little sprays of blue flowers, adapted to planting into shrubberies, lawn or borders like Crocus. Doz., 50 cents; 100, \$3.25.

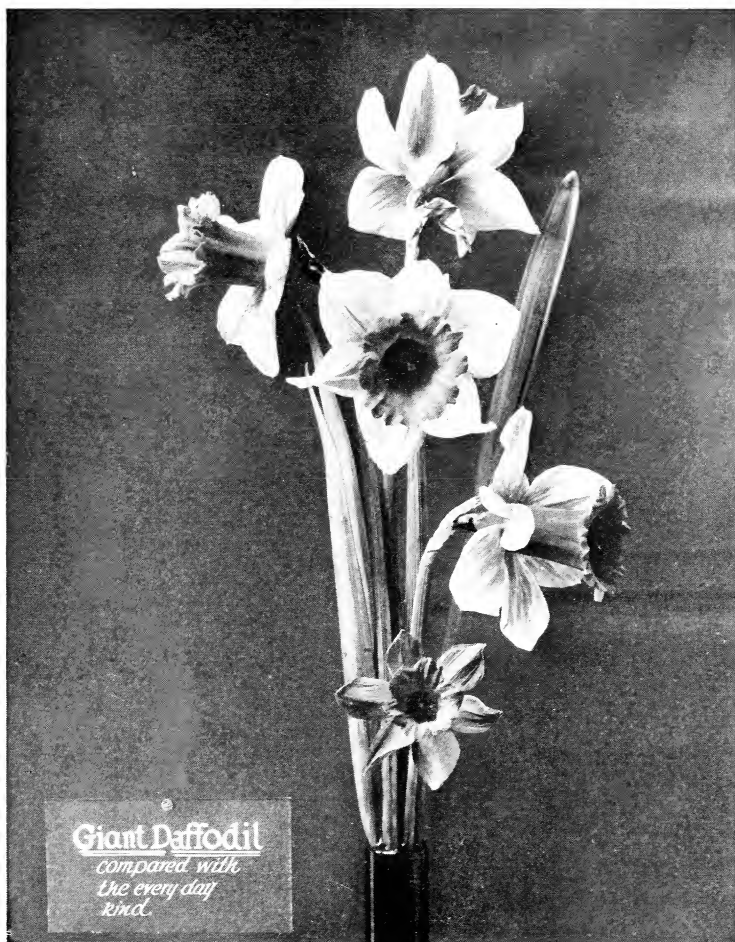
**SCILLA ROSEA**—Similar to above, except that the color is pink. Dozen, 60 cents.

**SCILLA NUTANS ROSEA**—The pink variety of the British Blue Bell. Dozen, 60 cents.

**SCILLA SIBERICA**—Siberian squill of dainty effect for rock and borders. Dozen, 60 cents.

LOVELY flowers are smiles of  
God's goodness. — *Wilberforce*

Swiss  
Floral Company



## DAFFODILS

☞ Daffodils will grow successfully in every garden and multiply freely. As a cut flower they are unsurpassed during the spring months.

EMPEROR—Wings primrose, trumpet full yellow. Price: Doz. \$1.00; 100, \$6.00.

EMPRESS—Wings white, trumpet deep yellow. Price: Doz., \$1.00; 100, \$6.00.

GOLDEN SPUR—The earliest large yellow. Price: Doz., \$1.25; 100, \$9.00.

KING ALFRED—The richest deep golden yellow known, of giant size, rare. Price: Dozen, \$2.50.

GIANT DAFFODIL—Immense flower with wings of primrose yellow and widely flaring giant trumpet. Price: Dozen, \$2.00.

SIR WATKIN—Large wings of light yellow with short handsome trumpet, delightfully fragrant, very tall stems. Price: Dozen, \$1.25.

## Swiss Floral Company

WHAT a pity flowers can utter no sound. A singing rose, a whispering violet, a murmuring honeysuckle—oh, what a rare and exquisite miracle would these be.—*Beecher*



WE take pride in making up nice floral work, whether it be a plain spray or an elegant wreath. Cut flowers and floral designs are made up on short notice and delivered promptly. Years of experience in this locality and the best of service make this firm the logical choice of those who desire the best offerings of the florist together with responsible attention to detail at a moderate cost.





for \_\_\_\_\_  
\_\_\_\_\_  
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